

Rep Order# 6838845 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/06/2012 8:43 AM
Last Received: 08/06/2012 8:27 AM
Showing Buylines: All Lines

1 of 3

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () CITIZENS FOR STRENGTH
Product CITIZENS FOR STRENGTH
Estimate#
Buyer CHRIS BRIMER
Phone#
Fax#

Agency () LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 08/06/2012 - 08/19/2012
Hiatus Weeks

Rep Firm
Sales Office () ATLANTA
Salesperson () DAVID HAY
Salesperson Phone# 404-443-2155
Salesperson FAX# 404-935-0683

--- CONTRACT COMMENT ---
CITIZENS FOR STRENGTH & SECURITY FUND SC=*

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		Buyline Comment: NEWS	08/06-08/17	\$125.00	:30	3	2	M-F	6A-7A	\$750.00	6	
2		Buyline Comment: PRICE	08/06-08/17	\$600.00	:30	3	2	M-F	11A-12P	\$3,600.00	6	
3		Buyline Comment: DR PHIL	08/06-08/17	\$300.00	:30	3	2	M-F	3P-4P	\$1,800.00	6	
4		Buyline Comment: NEWS	08/06-08/17	\$550.00	:30	3	2	M-F	4P-430P	\$3,300.00	6	
5		Buyline Comment: NEWS	08/06-08/17	\$550.00	:30	3	2	M-F	430P-5P	\$3,300.00	6	
6		Buyline Comment: CBS MORNING	08/06-08/17	\$300.00	:30	3	2	M-F	7A-9A	\$1,800.00	6	
7		Buyline Comment: NEWS	08/06-08/17	\$550.00	:30	3	2	M-F	12P-1230P	\$3,300.00	6	
8		Buyline Comment: NEWS	08/06-08/17	\$1,000.00	:30	3	2	M-F	5P-530P	\$6,000.00	6	
9		Buyline Comment: JEOFARDY	08/06-08/10	\$700.00	:30	4	1	M-F	6P-630P	\$2,800.00	4	
10		Buyline Comment: WHEEL	08/06-08/10	\$850.00	:30	4	1	M-F	630P-7P	\$3,400.00	4	

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Printed: 08/06/2012 8:43 AM 2 of 3
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Flight Dates 08/06/2012 - 08/19/2012
Hiatus Weeks

Rep Firm
Sales Office () ATLANTA
Salesperson () DAVID HAY
Salesperson Phone# 404-443-2155
Salesperson FAX# 404-935-0683

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
11		Buyline Comment: NEWS	08/06-08/10	\$700.00 4	:30	4	1	M-F	10P-1035P	\$2,800.00	4	
12		Buyline Comment: CBS SUN MORN	08/12-08/12	\$400.00 3	:30	1	1	SU	8A-930A	\$400.00	1	
13		Buyline Comment: NEWS	08/06-08/10	\$500.00 3	:30	3	1	M-F	530P-6P	\$1,500.00	3	
14		Buyline Comment: NEWS	08/11-08/11	\$450.00 4	:30	1	1	SA	10P-1035P	\$450.00	1	
15		Buyline Comment: NEWS	08/12-08/12	\$500.00 4	:30	1	1	SU	10P-1035P	\$500.00	1	
16		Buyline Comment: NEWS	08/19-08/19	\$800.00 3	:30	1	1	SU	10P-1035P	\$800.00	1	
17		Buyline Comment: NEWS	08/13-08/17	\$1,000.00 3	:30	3	1	M-F	530P-6P	\$3,000.00	3	
18		Buyline Comment: JEOPARDY	08/13-08/17	\$1,400.00 3	:30	3	1	M-F	6P-630P	\$4,200.00	3	
19		Buyline Comment: WHEEL	08/13-08/17	\$1,700.00 3	:30	3	1	M-F	630P-7P	\$5,100.00	3	
20		Buyline Comment: NEWS	08/13-08/17	\$1,100.00 3	:30	3	1	M-F	10P-1035P	\$3,300.00	3	
21		Buyline Comment: NEWS	08/18-08/18	\$700.00 3	:30	1	1	SA	10P-1035P	\$700.00	1	

Station KRQE-TV ALBUQUERQUE, NM. Agency () LUC, INC. Rep Firm
 Advertiser () CITIZENS FOR STRENG 25 WHITLOCK PLACE, 2ND FL Sales Office () ATLANTA
 Product CITIZENS FOR STRENGT MARIETTA, GA 30064 Salesperson () DAVID HAY
 Estimate# Agency C/P1/P2/E Flight Dates 08/06/2012 - 08/19/2012 Salesperson Phone# 404-443-2155
 Buyer CHRIS BRIMER Hiatus Weeks Salesperson FAX# 404-935-0683
 Phone# Dates Rate Len Spots/Week # of Weeks Day Time Total Cost Total Spots LT
 Fax# 08/19-08/19 \$800.00 :30 1 1 SU 8A-930A \$800.00 1 ---

In Daypart Program Buyline Comment: CBS SUN MORN
 22 --- --- --- --- --- --- --- --- --- ---

---REPORT TOTALS---
 Report Totals: 81 / \$53,600.00

---SALES MONTHLY TOTALS---
 Aug 12: 81 / \$53,600.00
 Sales Totals: 81 / \$53,600.00
 Station Totals: 81 / \$53,600.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
 Market Totals \$198,519
 CABL 0% KASA 8% KASY 0% KBIM 0% KOAT 22%
 KOB 43% KRQE 27% KWBQ 0%

Books null
 Demos RA35+

--- CREDIT RISK ---
 CASH IN ADVANCE

Spot Manager: All, 08/06/12-08/19/12

Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priority	Channel	Product	Estimate	Air Time	Ad-ID	Rate
Date: 08/07/12												
Station: KRQE												
06838845	POL/Citizens fr	196301	M-F KRQE News	KRQE News	:30	P4	[ALL]	CITIZENS F		6:39:42 AM	CSSF1100	\$125.00
06838845	POL/Citizens fr	196301	CBS This Mornin	CBS Early St	:30	P2	[ALL]	CITIZENS F		7:59:13 AM	CSSF1100	\$300.00
06838845	POL/Citizens fr	196301	Price is Right	11a-12p	:30	P2	[ALL]	CITIZENS F		11:29:52 AM	CSSF1100	\$600.00
06838845	POL/Citizens fr	196301	M-F KRQE News	12p-1230p	:30	P2	[ALL]	CITIZENS F		12:14:44 PM	CSSF1100	\$550.00
06838845	POL/Citizens fr	196301	Dr. Phil	3p-4p	:30	P2	[ALL]	CITIZENS F		3:32:35 PM	CSSF1100	\$300.00
06838845	POL/Citizens fr	196301	M-F 6p-630p	M-F 6p-630p	:30	P3	[ALL]	CITIZENS F		6:22:20 PM	CSSF1100	\$700.00
06838845	POL/Citizens fr	196301	M-F 630p-7p	M-F 630p-7p	:30	P3	[ALL]	CITIZENS F		6:40:46 PM	CSSF1100	\$850.00
06838845	POL/Citizens fr	196301	LN M-F	10p-1035p	:30	P4	[ALL]	CITIZENS F		10:23:58 PM	CSSF1100	\$700.00
												\$4,125.00
												\$4,125.00

Date: 08/08/12

Station: KRQE

06838845	POL/Citizens fr	196301	M-F KRQE News	KRQE News	:30	P4	[ALL]	CITIZENS F		6:52:27 AM	CSSF1100	\$125.00
06838845	POL/Citizens fr	196301	CBS This Mornin	CBS Early St	:30	P2	[ALL]	CITIZENS F		7:40:53 AM	CSSF1100	\$300.00
06838845	POL/Citizens fr	196301	Price is Right	11a-12p	:30	P2	[ALL]	CITIZENS F		10:58:26 AM	CSSF1100	\$600.00
06838845	POL/Citizens fr	196301	Dr. Phil	3p-4p	:30	P2	[ALL]	CITIZENS F		3:56:02 PM	CSSF1100	\$300.00
06838845	POL/Citizens fr	196301	M-F KRQE News	4p-430p	:30	P2	[ALL]	CITIZENS F		4:11:34 PM	CSSF1100	\$550.00
06838845	POL/Citizens fr	196301	M-F KRQE News	430p-5p	:30	P2	[ALL]	CITIZENS F		4:52:11 PM	CSSF1100	\$550.00
06838845	POL/Citizens fr	196301	CBS Evening Ne	5p-530p	:30	P2	[ALL]	CITIZENS F		5:20:04 PM	CSSF1100	\$1,000.00
06838845	POL/Citizens fr	196301	KRQE News 13	530p-6p	:30	P3	[ALL]	CITIZENS F		5:52:39 PM	CSSF1100	\$500.00
06838845	POL/Citizens fr	196301	M-F 6p-630p	M-F 6p-630p	:30	P3	[ALL]	CITIZENS F		6:10:12 PM	CSSF1100	\$700.00
06838845	POL/Citizens fr	196301	M-F 630p-7p	M-F 630p-7p	:30	P3	[ALL]	CITIZENS F		6:27:56 PM	CSSF1100	\$850.00
06838845	POL/Citizens fr	196301	LN M-F	10p-1035p	:30	P4	[ALL]	CITIZENS F		10:12:04 PM	CSSF1100	\$700.00
												\$6,175.00
												\$6,175.00

Date: 08/09/12

Station: KRQE

06838845	POL/Citizens fr	196301	M-F KRQE News	KRQE News	:30	P4	[ALL]	CITIZENS F		6:51:00 AM	CSSF1100	\$125.00
06838845	POL/Citizens fr	196301	CBS This Mornin	CBS Early St	:30	P2	[ALL]	CITIZENS F		8:41:03 AM	CSSF1100	\$300.00
06838845	POL/Citizens fr	196301	M-F KRQE News	12p-1230p	:30	P2	[ALL]	CITIZENS F		12:22:55 PM	CSSF1100	\$550.00
06838845	POL/Citizens fr	196301	Dr. Phil	3p-4p	:30	P2	[ALL]	CITIZENS F		3:47:17 PM	CSSF1100	\$300.00
06838845	POL/Citizens fr	196301	M-F KRQE News	4p-430p	:30	P2	[ALL]	CITIZENS F		4:10:53 PM	CSSF1100	\$550.00
06838845	POL/Citizens fr	196301	M-F KRQE News	430p-5p	:30	P2	[ALL]	CITIZENS F		4:52:28 PM	CSSF1100	\$550.00
06838845	POL/Citizens fr	196301	CBS Evening Ne	5p-530p	:30	P2	[ALL]	CITIZENS F		4:58:26 PM	CSSF1100	\$1,000.00
06838845	POL/Citizens fr	196301	KRQE News 13	530p-6p	:30	P3	[ALL]	CITIZENS F		5:57:58 PM	CSSF1100	\$500.00
06838845	POL/Citizens fr	196301	M-F 6p-630p	M-F 6p-630p	:30	P3	[ALL]	CITIZENS F		6:11:32 PM	CSSF1100	\$700.00
06838845	POL/Citizens fr	196301	M-F 630p-7p	M-F 630p-7p	:30	P3	[ALL]	CITIZENS F		6:48:12 PM	CSSF1100	\$850.00
06838845	POL/Citizens fr	196301	LN M-F	10p-1035p	:30	P4	[ALL]	CITIZENS F		10:12:38 PM	CSSF1100	\$700.00
												\$6,125.00
												\$6,125.00

Date: 08/10/12

Station: KRQE

06838845	POL/Citizens fr	196301	Price is Right	11a-12p	:30	P2	[ALL]	CITIZENS F		11:19:37 AM	CSSF1100	\$600.00
06838845	POL/Citizens fr	196301	M-F KRQE News	12p-1230p	:30	P2	[ALL]	CITIZENS F		12:21:19 PM	CSSF1100	\$550.00
06838845	POL/Citizens fr	196301	M-F KRQE News	4p-430p	:30	P2	[ALL]	CITIZENS F		4:18:05 PM	CSSF1100	\$550.00
06838845	POL/Citizens fr	196301	M-F KRQE News	430p-5p	:30	P2	[ALL]	CITIZENS F		4:38:40 PM	CSSF1100	\$550.00
06838845	POL/Citizens fr	196301	CBS Evening Ne	5p-530p	:30	P2	[ALL]	CITIZENS F		4:59:56 PM	CSSF1100	\$1,000.00
06838845	POL/Citizens fr	196301	KRQE News 13	530p-6p	:30	P3	[ALL]	CITIZENS F		5:42:48 PM	CSSF1100	\$500.00
06838845	POL/Citizens fr	196301	M-F 6p-630p	M-F 6p-630p	:30	P3	[ALL]	CITIZENS F		6:05:46 PM	CSSF1100	\$700.00
06838845	POL/Citizens fr	196301	M-F 630p-7p	M-F 630p-7p	:30	P3	[ALL]	CITIZENS F		6:34:08 PM	CSSF1100	\$850.00
06838845	POL/Citizens fr	196301	LN M-F	10p-1035p	:30	P4	[ALL]	CITIZENS F		10:07:53 PM	CSSF1100	\$700.00
												\$6,000.00
												\$6,000.00

Date: 08/11/12

Station: KRQE

06838845	POL/Citizens fr	196301	LN Sa	10p-1035p	:30	P4	[ALL]	CITIZENS F		10:18:22 PM		\$450.00
												\$450.00
												\$450.00

[Sorted by: Date]

Spot Manager: All, 08/06/12-08/19/12

Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
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Date: 08/12/12

Station: KRQE

06838845	POL/Citizens fr	196301 CBS Sunday Mor	8a-930a	:30	P3	[ALL]	CITIZENS F			9:11:54 AM		\$400.00
06838845	POL/Citizens fr	196301 LN Su	10p-1035p	:30	P4	[ALL]	CITIZENS F			10:06:55 PM		\$500.00
												\$900.00
												\$900.00

Date: 08/13/12

Station: KRQE

06838845	POL/Citizens fr	196301 M-F KROE News	KROE News	:30	P4	[ALL]	CITIZENS F			6:11:15 AM		\$125.00
06838845	POL/Citizens fr	196301 CBS This Mornin	CBS Early Sl	:30	P2	[ALL]	CITIZENS F			7:23:21 AM		\$300.00
06838845	POL/Citizens fr	196301 Price is Right	11a-12p	:30	P2	[ALL]	CITIZENS F			10:59:30 AM		\$600.00
06838845	POL/Citizens fr	196301 M-F KROE News	12p-1230p	:30	P2	[ALL]	CITIZENS F			12:18:19 PM		\$550.00
06838845	POL/Citizens fr	196301 Dr. Phil	3p-4p	:30	P2	[ALL]	CITIZENS F			3:34:47 PM		\$300.00
06838845	POL/Citizens fr	196301 M-F KRQE News	4p-430p	:30	P2	[ALL]	CITIZENS F			4:07:45 PM		\$550.00
06838845	POL/Citizens fr	196301 M-F KRQE News	430p-5p	:30	P2	[ALL]	CITIZENS F			4:47:40 PM		\$550.00
06838845	POL/Citizens fr	196301 CBS Evening Ne	5p-530p	:30	P2	[ALL]	CITIZENS F			5:09:55 PM		\$1,000.00
06838845	POL/Citizens fr	196301 KRQE News 13	(530p-6p	:30	P3	[ALL]	CITIZENS F			5:42:33 PM		\$1,000.00
06838845	POL/Citizens fr	196301 M-F 6p-630p	M-F 6p-630p	:30	P3	[ALL]	CITIZENS F			6:13:30 PM		\$1,400.00
06838845	POL/Citizens fr	196301 M-F 630p-7p	M-F 630p-7p	:30	P3	[ALL]	CITIZENS F			6:47:18 PM		\$1,700.00
06838845	POL/Citizens fr	196301 LN M-F	10p-1035p	:30	P3	[ALL]	CITIZENS F			10:16:12 PM		\$1,100.00
												\$9,175.00
												\$9,175.00

Date: 08/14/12

Station: KRQE

06838845	POL/Citizens fr	196301 CBS This Mornin	CBS Early Sl	:30	P2	[ALL]	CITIZENS F			8:15:50 AM		\$300.00
06838845	POL/Citizens fr	196301 Price is Right	11a-12p	:30	P2	[ALL]	CITIZENS F			11:29:56 AM		\$600.00
06838845	POL/Citizens fr	196301 M-F KROE News	12p-1230p	:30	P2	[ALL]	CITIZENS F			12:11:43 PM		\$550.00
06838845	POL/Citizens fr	196301 M-F KROE News	4p-430p	:30	P2	[ALL]	CITIZENS F			4:07:45 PM		\$550.00
06838845	POL/Citizens fr	196301 M-F KRQE News	430p-5p	:30	P2	[ALL]	CITIZENS F			4:38:25 PM		\$550.00
06838845	POL/Citizens fr	196301 CBS Evening Ne	5p-530p	:30	P2	[ALL]	CITIZENS F			4:58:26 PM		\$1,000.00
06838845	POL/Citizens fr	196301 KROE News 13	(530p-6p	:30	P3	[ALL]	CITIZENS F			5:35:12 PM		\$1,000.00
06838845	POL/Citizens fr	196301 M-F 6p-630p	M-F 6p-630p	:30	P3	[ALL]	CITIZENS F			6:28:29 PM		\$1,400.00
06838845	POL/Citizens fr	196301 M-F 630p-7p	M-F 630p-7p	:30	P3	[ALL]	CITIZENS F			6:47:18 PM		\$1,700.00
06838845	POL/Citizens fr	196301 LN M-F	10p-1035p	:30	P3	[ALL]	CITIZENS F			10:26:41 PM		\$1,100.00
												\$8,750.00
												\$8,750.00

Date: 08/15/12

Station: KRQE

06838845	POL/Citizens fr	196301 Price is Right	11a-12p	:30	P2	[ALL]	CITIZENS F			11:29:26 AM		\$600.00
06838845	POL/Citizens fr	196301 M-F KRQE News	12p-1230p	:30	P2	[ALL]	CITIZENS F			12:05:17 PM		\$550.00
06838845	POL/Citizens fr	196301 Dr. Phil	3p-4p	:30	P2	[ALL]	CITIZENS F			3:16:31 PM		\$300.00
06838845	POL/Citizens fr	196301 M-F KROE News	430p-5p	:30	P2	[ALL]	CITIZENS F			4:37:55 PM		\$550.00
06838845	POL/Citizens fr	196301 KRQE News 13	(530p-6p	:30	P3	[ALL]	CITIZENS F			5:50:49 PM		\$1,000.00
06838845	POL/Citizens fr	196301 M-F 630p-7p	M-F 630p-7p	:30	P3	[ALL]	CITIZENS F			6:41:18 PM		\$1,700.00
06838845	POL/Citizens fr	196301 LN M-F	10p-1035p	:30	P3	[ALL]	CITIZENS F			10:26:26 PM		\$1,100.00
												\$5,800.00
												\$5,800.00

Date: 08/16/12

Station: KRQE

06838845	POL/Citizens fr	196301 M-F KROE News	KROE News	:30	P4	[ALL]	CITIZENS F			6:19:10 AM		\$125.00
												\$125.00
												\$125.00

Date: 08/17/12

Station: KRQE

06838845	POL/Citizens fr	196301 M-F KROE News	KROE News	:30	P4	[ALL]	CITIZENS F			6:57:46 AM		\$125.00
06838845	POL/Citizens fr	196301 CBS This Mornin	CBS Early Sl	:30	P2	[ALL]	CITIZENS F			8:57:56 AM		\$300.00
06838845	POL/Citizens fr	196301 Dr. Phil	3p-4p	:30	P2	[ALL]	CITIZENS F			3:51:13 PM		\$300.00
06838845	POL/Citizens fr	196301 M-F KRQE News	4p-430p	:30	P2	[ALL]	CITIZENS F			4:18:20 PM		\$550.00
06838845	POL/Citizens fr	196301 CBS Evening Ne	5p-530p	:30	P2	[ALL]	CITIZENS F			4:59:56 PM		\$1,000.00
06838845	POL/Citizens fr	196301 M-F 6p-630p	M-F 6p-630p	:30	P3	[ALL]	CITIZENS F			6:13:30 PM		\$1,400.00

[Sorted by: Date]

Spot Manager: All, 08/06/12-08/19/12

Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priori	Channel	Product	Estimate	Air Time	Ad-ID	Rate
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Date: 08/17/12

Station: KRQE

\$3,675.00

\$3,675.00

Date: 08/18/12

Station: KRQE

06838845POL/Citizens fo 196301 LN Sa 10p-1035p :30 P3 [ALL] CITIZENS F 10:06:51 PM \$700.00

\$700.00

\$700.00

Date: 08/19/12

Station: KRQE

06838845POL/Citizens fo 196301 CBS Sunday Mor 8a-930a :30 P2 [ALL] CITIZENS F 8:18:00 AM \$800.00

06838845POL/Citizens fo 196301 LN Su 10p-1035p :30 P3 [ALL] CITIZENS F 10:17:35 PM \$800.00

\$1,600.00

\$1,600.00

\$3,600.00

[Sorted by: Date]

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KRQE - TV Albuquerque, NM	Date: 08/06/2012
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I, Chris Brimer
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

SEE ATTACHED

Date of First Broadcast: 08/07/2012

Date of Last Broadcast: 08/19/2012

Total Charges: \$*****45,560.00 NET

This broadcast time will be used by: Citizens for Strength & Security Fund - New Mexico 2012

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No



For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Citizens for Strength & Securit Fund

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:


☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

08/06/2012  770-427-0735
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

